

PROJECT DATE:
12/01/05

LOCATION:
1500 Madison
Seattle, WA

PARTNERS:
Barrientos

Early Design Guidance - 1500 Madison



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1. Looking east on Madison at 15th.
1500 Madison (Thumpers)



2. Looking west on Pine Street.



3. Looking southeast
Dave's Appliance Rebuild front and 7-Eleven to the east



4. Looking Northeast
Apts.



5. Retaining wall at east property edge.
7-Eleven and Apts. beyond.

1. Please describe the existing site, including location, existing uses and/or structures, topographical or other physical features, etc.

EXISTING SITE

Uses

The site is located at the northeast corner of 15th Avenue East and East Madison Street. The southern portion of the site contains Thumpers restaurant/bar and a parking lot. Thumpers is a wood frame building constructed in 1960. A house and an apartment building with Dave's Appliance Rebuild on the ground floor are on the northern portion of the site.

Topography

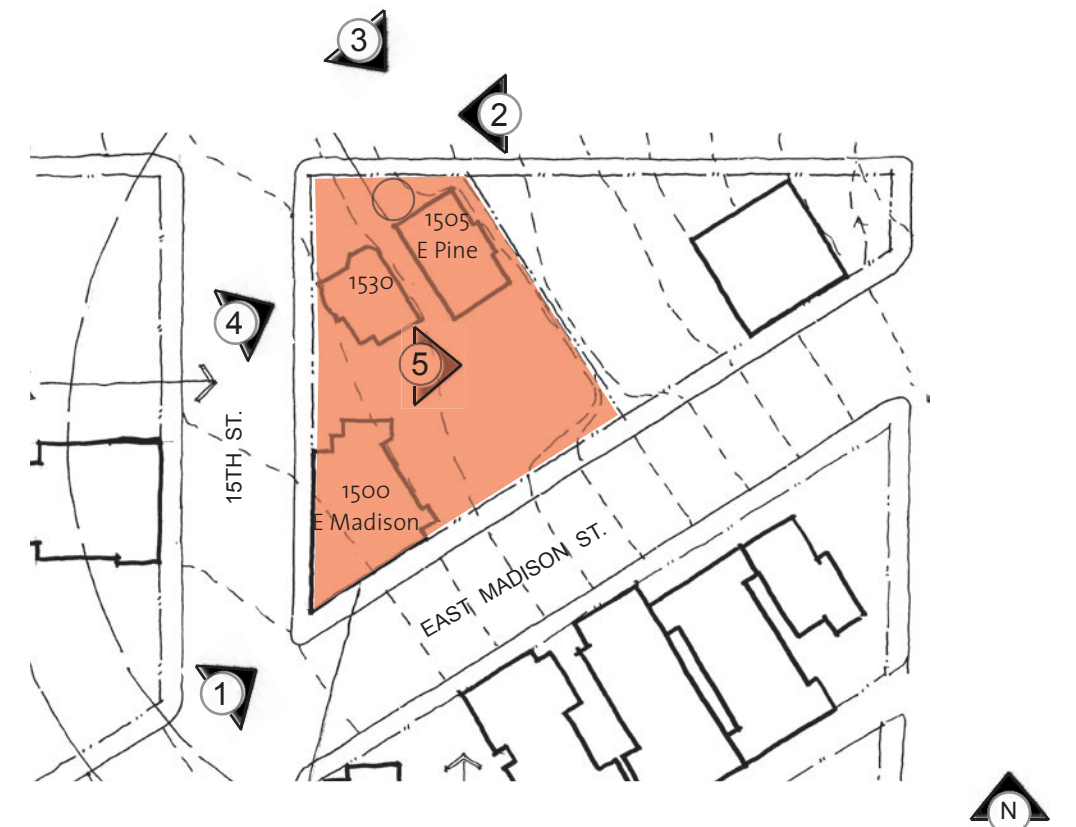
The site rises approximately 12 feet toward the east along Madison. The top of the hill, near 17th Avenue East on Madison, is marked by the presence of a cluster of radio towers. The site is relatively flat north to south along 15th Avenue East. Pine Street also rises to the east, about 5 feet along the length of the property.

Access

Streets bound the site on three sides. East Madison Street, to the south, is classified as a Principal Arterial. Once a streetcar route, Madison cuts diagonally across Seattle's street grid, connecting downtown to a series of institutions and neighborhoods and ending near Lake Washington.

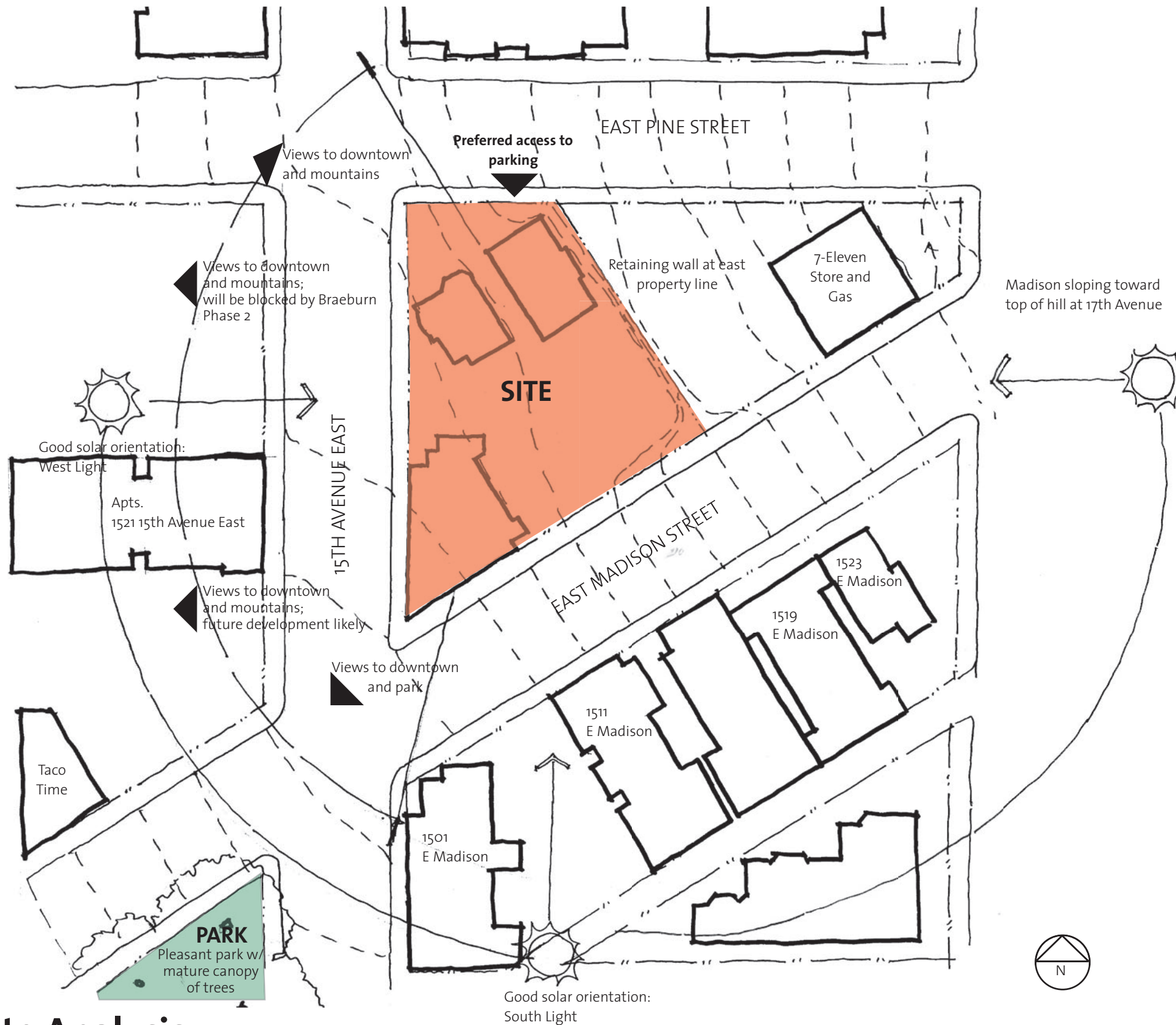
15th Avenue East runs along the west property line, becoming a Minor Arterial north of East Madison Street.

East Pine Street runs along the 70-foot north property line. East Pine becomes a Minor Arterial south of Madison, with many cars turning off of Madison toward Capitol Hill and downtown.



Existing Site Conditions

Early Design Guidance - 1500 Madison



Site Analysis Summary

East Madison Street Slope

- Presents challenges to retail at street level
- Less walkable than 15th (approx. 7.5% slope)
- Creates drama at the corner

East Madison Street Traffic

- Major arterial - some uses benefit by protection from street
- High visibility

15th Avenue East

- Relatively flat, easily walkable
- Prime retail location
- “Gateway” to neighborhood center to the north

Solar Access

- Both 15th Avenue and Madison Street have good solar orientation

Building Mass

- Desire to address both 15th and Madison

Views

- Excellent views to west and northwest - downtown, mountains.
- Due west likely to be blocked with future development
- View to east (7-11 property) unattractive, likely to be developed
- Very large trees across Madison to southwest

Amenities

- Park at the southwest corner of 15th and Madison; mature canopy of trees

Garage Access

- Madison inappropriate
- 15th Ave. entry would detract from prime retail
- Pine Street- Access near east property line maintains distance from intersection and allows retail to turn the corner from 15th.

Site Analysis



ZONING MAP

2. Please indicate the site’s zoning and any other overlay designations.

The site is zoned NC3-65 and is within the Capitol Hill Urban Village. The north edge of the Pike Pine overlay zone is across 15th Avenue. More complete zoning information is included at right.

UCV - Urban Center Village

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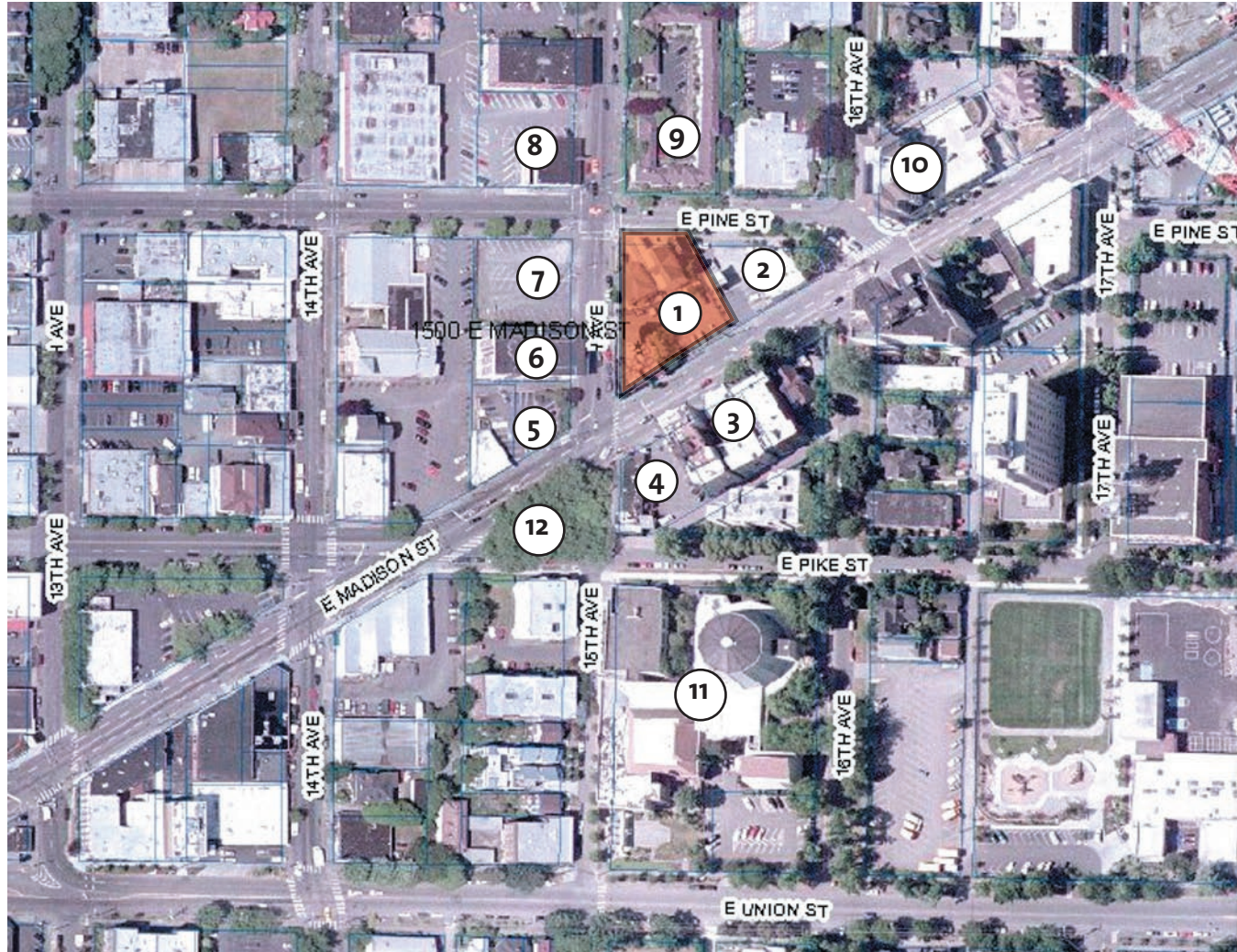
Site Location	1500 East Madison Street 17,100 sf	Single Purpose Residential 23.47.023	Single-purpose residential buildings in commercial zones are subject to density regulations in 23.47.009
Site Zoning	NC-3 65 Capitol Hill Urban Village	Density 23.47.009 A 23.47.009 D.1.c.	Density limits do not apply to residential uses in mixed use developments Single purpose residential, in urban village in 65' height zone, density can be 1 unit per 400 square foot of lot.
SEPA Review	Required with construction of over 4 units in an NC zone	FAR 23.47.012B	Structures 65 feet in height or less not subject to Floor Area ratios
Permitted Uses	Residential in mixed use; Retail sales and services; eating and drinking establishments are the proposed uses, and are permitted outright in NC3	Setbacks 23.47.014	No adjacent residential zoning– no setbacks required.
Mixed Use Development	B. 80% of street front façade shall be occupied by nonresidential uses. B(7) The entrance to required nonresidential uses at street level shall be no more than 3 feet above or below sidewalk grade. B6. A minimum of fifty-one (51) percent of the portion of a structure's street front facade which contains required nonresidential use shall be at or above sidewalk grade. 7. The entrance to required nonresidential uses at street level shall be no more than three (3) feet above or below sidewalk grade.	Parking 23.54.015	Chart A 23.54.015 31-60 dwelling units: 1.2 spaces for each dwelling unit. More than 60 dwelling units: 1.25 spaces for each dwelling unit. 23.54.015 E. No parking required for first 2,500 sf of gross floor area for non-residential use Retail - one space per 350 sf Restaurant - one space per 200 sf
Height	65 feet	Parking quantity in high transit access areas 23.54.020F	In commercial zones, the minimum non-residential parking requirement may be reduced by 20% when the use is located within 800 feet of a street with peak transit service headways of 15 minutes or less in each direction.
Height in Mixed Use Zone	C2. In this zone, mixed use shall have a minimum floor to floor height of 13 feet	Parking Location and Access 23.47.032	A. Parking for residential uses must be located on the same lot as the residential use to which it is accessory
Height: Rooftop features	H.4. May extend up to 15 feet above maximum height limit, so long as all features do not exceed 25% of roof area if the total includes stair or elevator penthouses or screened mechanical equipment: b. . Stair and elevator penthouses c. Mechanical equipment	Landscaping 23.47.016	B1. Landscaping for new construction 5% required on any vacant lot; may include landscape otherwise req'd Location to be visible to pedestrians or customers B2. Director has discretion to waive or reduce requirement of B1 based on the following: a. no useable space with adequate light b. No setback provided in front of the new structure
Lot Coverage	For mixed use development, the residential portion is limited to a maximum lot coverage of 64% (some exceptions: eaves to 18", solar greenhouses administered by Director, unenclosed decks for four feet uncounted 23.86.014). For 17,100 sf, 64% lot coverage = 10,944 sf	Street Trees 23.47.016C	1. Required in planting strip; existing trees may count toward meeting requirement
		Open Space 23.47.024	Required for all residential uses in mixed use. A. 20% of structure's gross floor area in residential use (does not include mechanical equipment, accessory parking, and unenclosed decks, balconies or porches.) B2. Open space may be at ground level or above ground in balconies, decks, solaria, greenhouses, or roof gardens/decks.
		Modulation	Not required in NC-3 (Neighborhood Commercial)

Zoning & Zoning Code Summmary

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- | | |
|-----------------------------------|---|
| 1. SITE | 7. Cameo Condominiums (Future Braeburn Phase 2) |
| 2. 7-11 Market/Gas Station | 8. Braeburn Condominiums |
| 3. Apartments - 1511-1523 Madison | 9. Courtyard Apartments - 1600 15th Avenue |
| 4. CCeattle's | 10. 16th and Madison - Madison Market |
| 5. Taco Time | 11. Temple de Hirsch Sinai |
| 6. Apartments - 1521 15th Avenue | 12. Park |

Context

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WEINSTEIN **AU** ARCHITECTS + URBAN DESIGNERS

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12. Park looking west along Pike Street



5. Taco Time



10. 16th and Madison - Madison Market



Looking north on 15th - (6) Existing Apts.
and (8) Braeburn Condos beyond



Looking south from site -
Existing apts; recent construction

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7-Eleven Market/ Gas station. Retaining wall in foreground.



Apartments along the south on Pike Street- edge of the Park



Looking North on 15th. Existing apts.(front)
Newer condos under construction (beyond)



Older apts. on south side of Madison



Sinage on Madison often designed for auto-scale



Temple de Hirsch Sinai South of Pike

3. Please describe neighboring development and uses, including adjacent zoning, physical features, existing architectural and siting patterns, views, community landmarks, etc.

Adjacent Zoning
Adjacent zoning is described under item 2 above.

Neighborhood Context: Land uses
The Madison Street corridor is a mix of uses, predominantly commercial. Many lots along Madison are also irregularly shaped due to the angle of Madison across the city's north-south street grid. Often, the irregular lots are underdeveloped, with small retail uses and at grade parking. Examples include the adjacent 7-11 store/gas station and Taco Time across 15th Avenue to the west.

A number of mixed use buildings have been built recently to the east along Madison, with large plate uses such as Madison Market, Trader Joes, and Safeway.

To the north, land uses become primarily residential and lower scale. Residential uses near the site include an older 4-story building across 15th Avenue, and a mix of recently built and older apartment buildings. The situation to the south is similar, with a mix of older and recently-built apartments along Madison.

15th Avenue East leads to a node of retail and medical uses about three blocks to the north. This area includes the Group Health medical complex, a new Safeway and an active, pedestrian-scale retail street.

The mix of land uses also includes several institutions. Temple de Hirsch Sinai, and the co-located middle school of Seattle Academy of Arts and Sciences (SAAS) are visible to the south of Madison. Other SAAS uses are nearby, and the north edge of the Seattle University campus is at 12th Avenue and Madison.

The triangle at the southwest corner of the intersection of 15th and Madison is developed as a park, with a raised grassy area surrounded by a very mature canopy of trees. The city skyline is visible to the west through the trees.

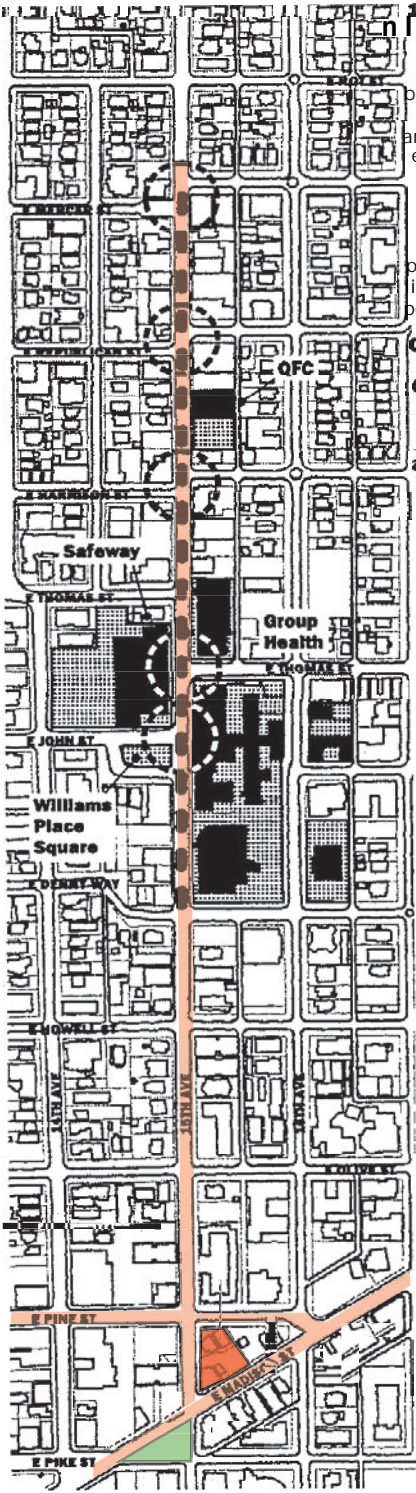
Neighborhood Context: Architecture
The architecture, like the land uses, varies widely. The older buildings typically utilize a finer-grained palette of materials and higher level of detail than the newer buildings.

Newer apartment buildings generally do not compare favorably with the older residences, with punched openings for vinyl windows and stucco-like cladding. The least successful rely on devices such as applied 'Juliet' balconies.

Community Landmarks
Landmarks include the distinctive roof of Temple de Hirsch Sinai and the park along Madison. The intersection of 15th and Madison is not currently considered a landmark, but offers the potential to serve as a gateway to the neighborhood to the north.

Neighborhood Context: Topography and Views
Because of the slope of Madison, the site is well situated for views overlooking the city skyline, with some views of the Olympics. While the views down Pine and Madison will remain, the current sweeping view is likely to be compromised by future development.

Early Design Guidance - 1500 Madison



15th Avenue Pedestrian Overlay
Upgrade the pedestrian overlay on 15th Avenue E from a P-2 zone to a P-1 zone to prevent future parking lots from being located on the streetfront, to mitigate conflict between pedestrians and cars, and to improve pedestrian entries and other features.

15th Avenue Upgrade
Upgrade the 15th Avenue streetscape with improved sidewalks, safer pedestrian crossings, pedestrian-scale lighting, and by removing excess utility poles and other sidewalk obstructions.

Commercial Design Guidelines
Public Space Standards
Community and City Policing
Public Behavior Standards
Work with local business organizations to address 15th Avenue's needs regarding architectural, signage and urban design guidelines, sidewalk maintenance, public safety, and related issues.

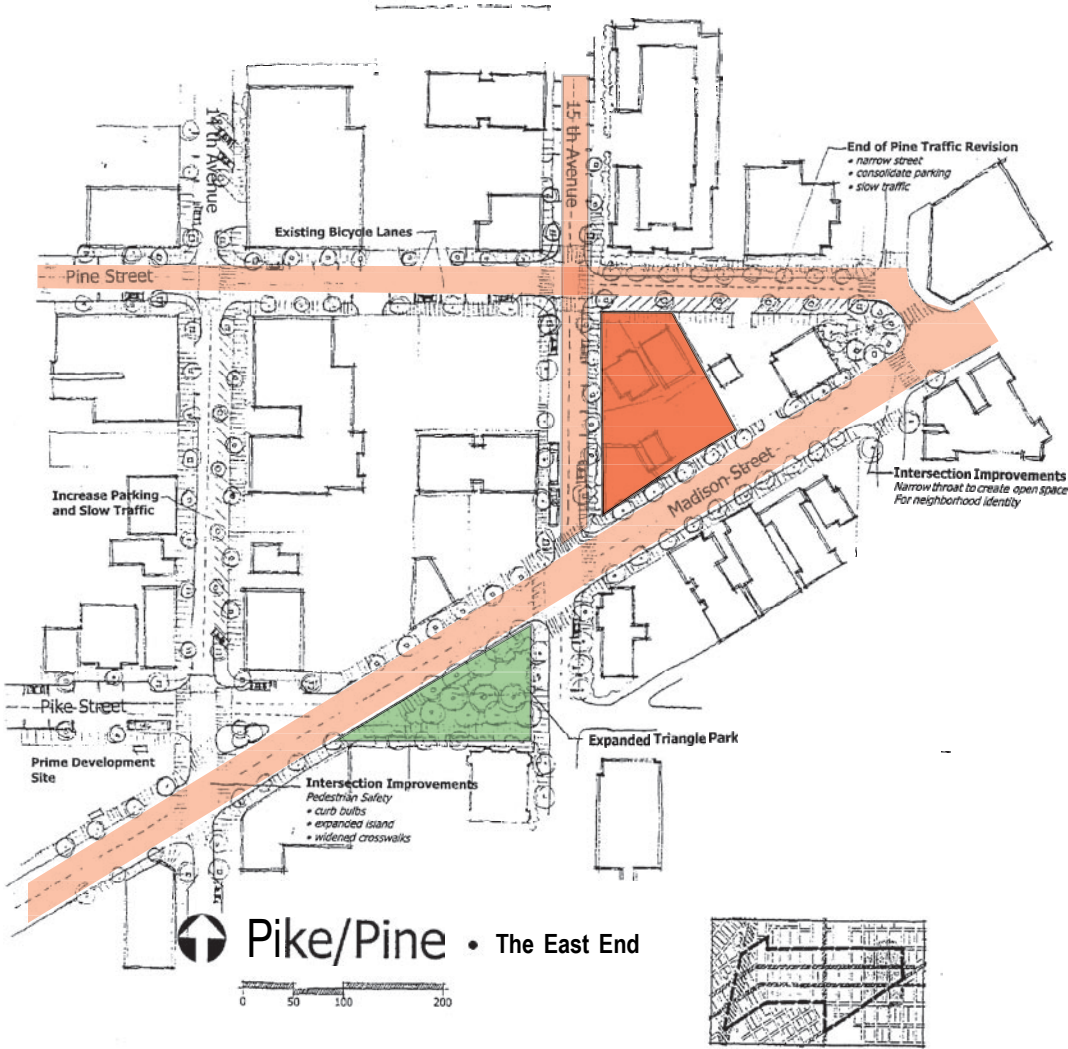
Neighborhood Plans

The site is within the district covered by the Capitol Hill Neighborhood Plan. The section of the plan that illustrates 15th Avenue East is included here. The site is not specifically addressed, but is at an important portal to the 15th Avenue neighborhood to the north that is more fully addressed.

Interestingly, the vicinity is more specifically discussed in the Pike Pine Neighborhood Plan. Pine Street, one of the neighborhood's spines, has a notable intersection with Madison at the east end of the block. Many people travelling west on Madison turn at this point.

The illustration, shown at the right notes that Pine Street would benefit from slower traffic, consolidated parking and narrowing. There is a desire to expand the triangle park, presumably with Pike Street right of way.

CAPITOL HILL NEIGHBORHOOD PLAN



PIKE PINE NEIGHBORHOOD PLAN

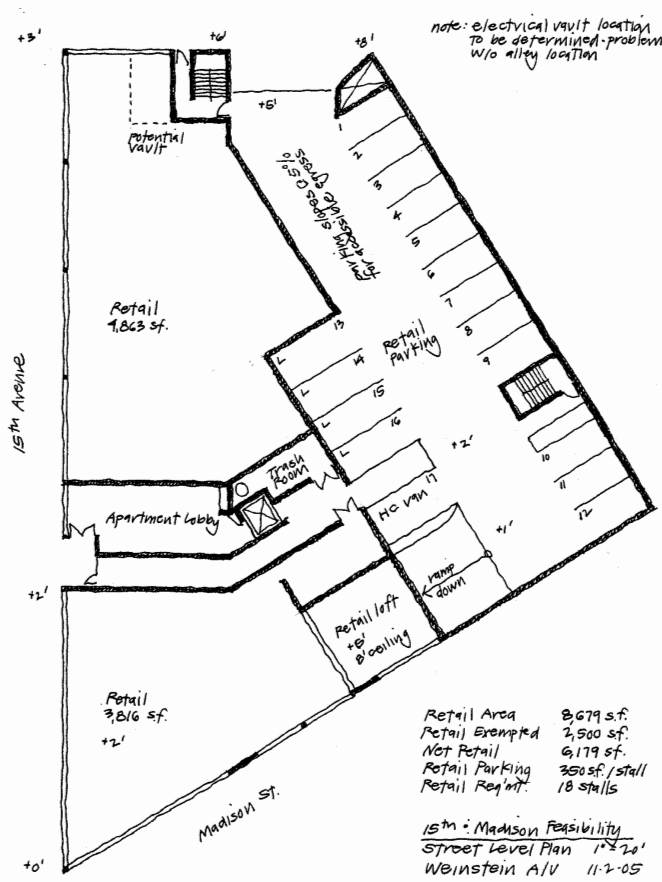
Early Design Guidance - 1500 Madison



4. Please describe the proponent’s development objectives for the site, indicating types of desired uses and approximate structure sizes, as well as any potential requests for departures from development standards.

Objectives
The proponent’s objective is to build a well-designed building that creates excellent urban housing and contributes to the character of its surroundings by

- Adding to the retail activity and character of East Madison Street
- Holding the corner of 15th and Madison and strengthening a gateway for 15th Avenue East
- Creating attractive residential units that provide easy access to transit
- Making light-filled units that create a great spaces for urban living
- Defining and activating the the street edges



15th Avenue Street Level

Desired Uses

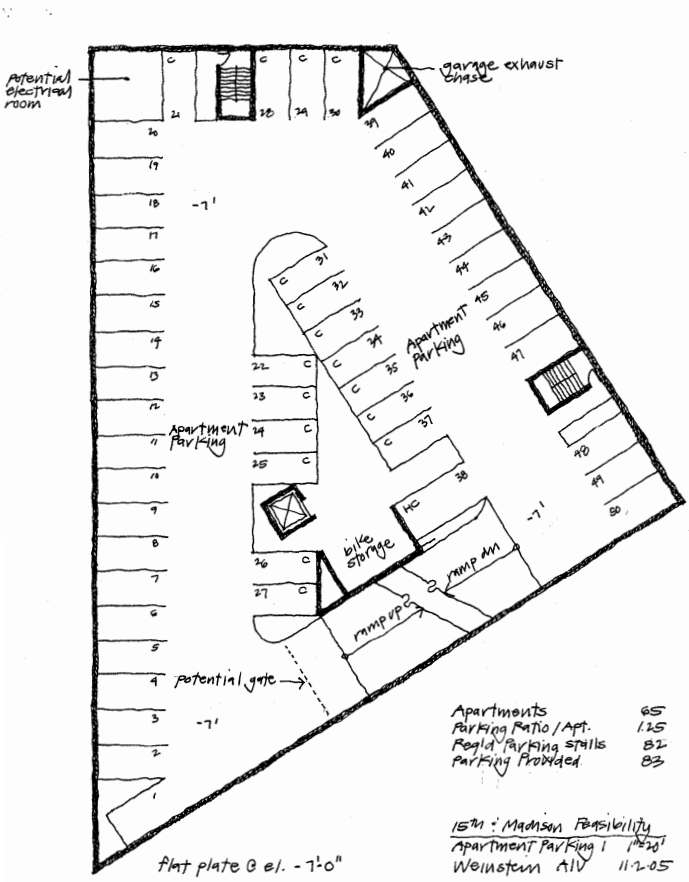
Approximate Structure Size
The zoning allows a 65-foot height, and the design intent is to use the full height for five residential stories over a mixed-use base. The residential portion above street level will meet the 64% maximum lot coverage, as required by 23.47.008.

Retail

This highly visible site is well suited to retail use. The design intent is to use the geometry and the slope of the site to best advantage for an active pedestrian environment. Commercial use will wrap the corner and run along Madison, but the slope rises a full floor level along the south property line. There may be a portion of raised floor space along Madison, but the eastern third of the site is fully above the retail level.

Residential

Five floors of residential units are proposed above the retail level. Three alternatives for the massing are included in this document for consideration. The design intent will be to have light-filled units with an advantageous solar orientation, and a building massing that defines an attractive, urban edge. The residential units should also be arranged in such a way that allows the open space to serve the residents well and serve as an asset for both passive and active uses.

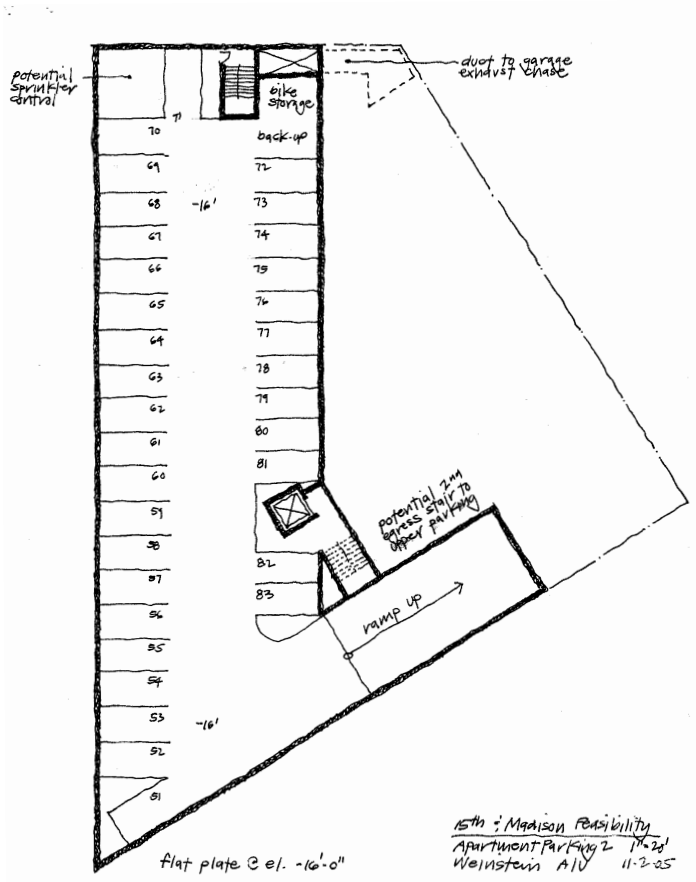


Parking Level 1

Access and Parking

Our strong preference is to access the parking from East Pine Street. Given the walkability of 15th, it is best used for retail space rather than for garage entry. The parking in the diagrams above indicate an entry on the northeast corner of the site, ramping at a 5% slope with double loaded parking. Retail parking would be approximately at the same level as 15th Avenue East, but placed on the east side of the site so that it would be below grade relative to Madison Street. Placing the retail parking at this level allows customers to easily access the street level uses, without needing to use stairs or an elevator.

Residential parking would be below grade. The diagrams show that one full level and at least an additional half level are needed to meet the current residential parking requirement

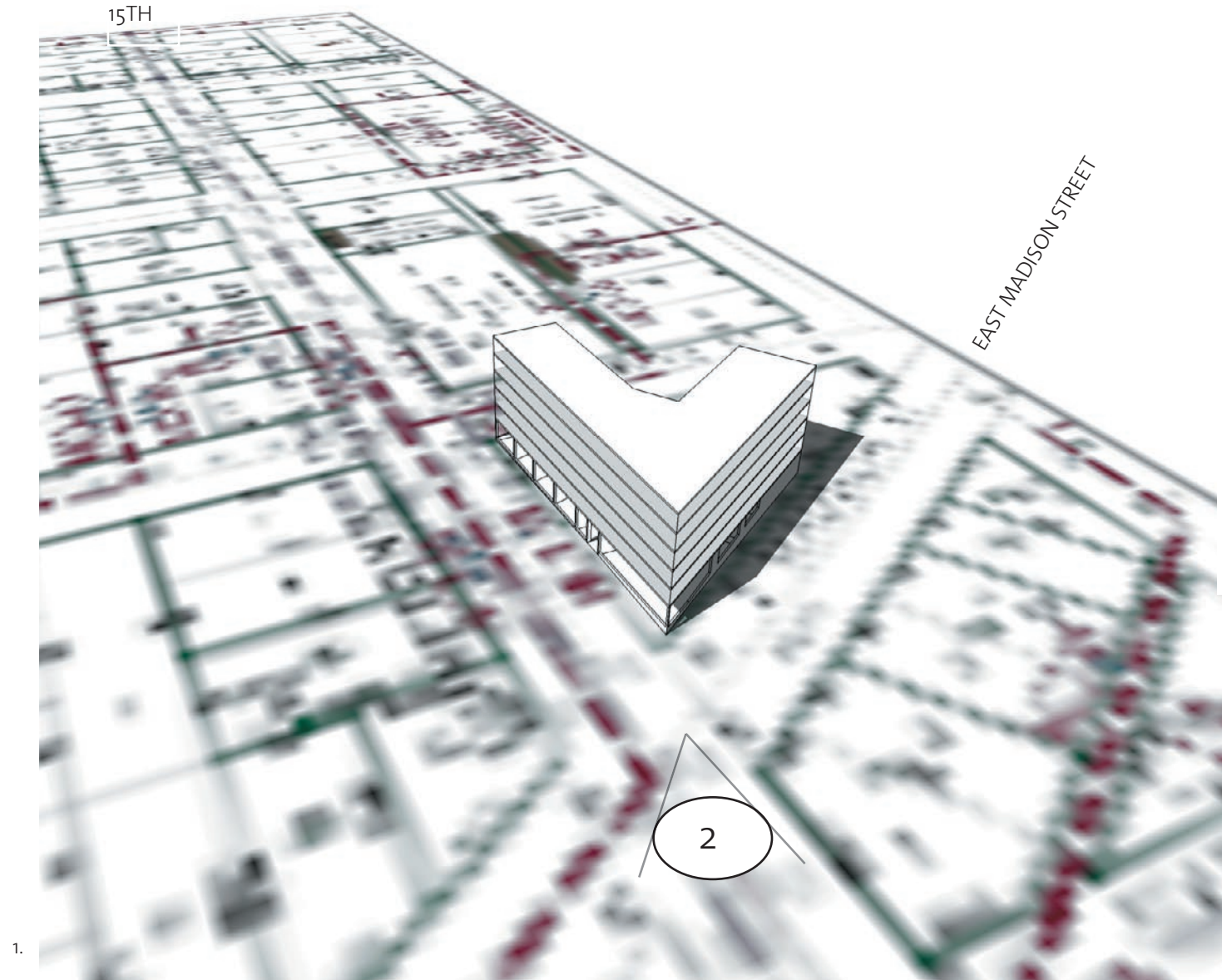


Parking Level 2

Potential Design Departures

We do not anticipate many design departures for this project. The primary challenge will be to provide sufficient open space for the 20% of gross residential floor area open space requirement. With all mixed use buildings in the 65-foot height zone, it is difficult to provide the full requirement without resorting to a roof deck scenario. We intend to provide an open space on a terrace over the retail/parking level of 15th Avenue, and additional ways of using the project to contribute to the streetscape and pedestrian environment of this evolving neighborhood.

Early Design Guidance - 1500 Madison



1.

Description: Street Level

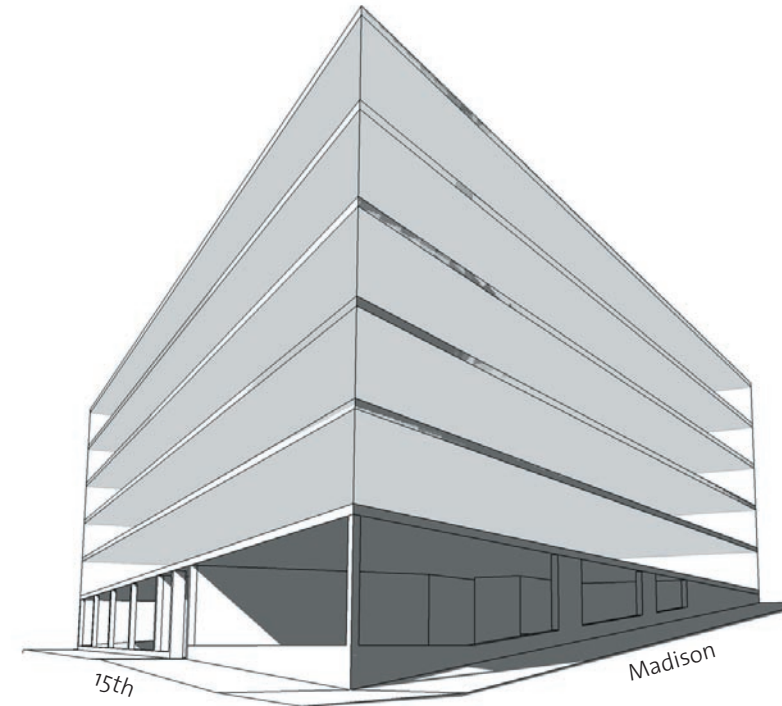
All three massing alternatives address the street with the same strategy. Retail space is located on the full length of 15th Avenue, turning the corner along Madison. As the topography rises along Madison, the floor plate becomes inaccessible to street level. Retail parking is located at the east end of the 15th Avenue street level, where it is a full story below the grade of Madison.

Access to the parking garage is off of East Pine Street, ramping back down to the retail level. The ramps continue below to residential parking levels.

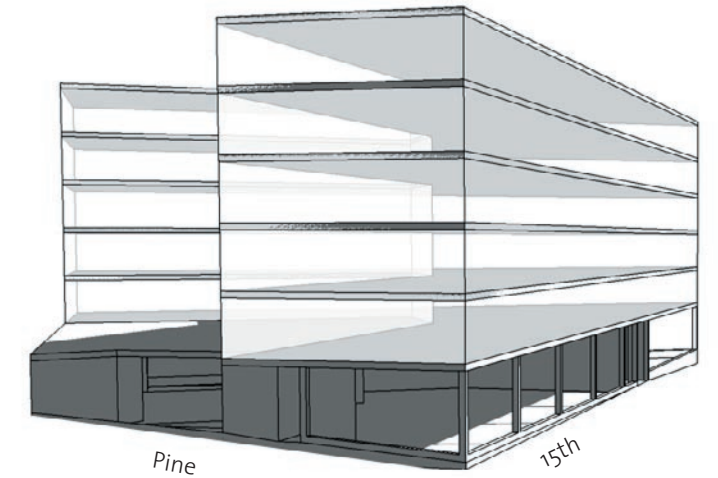
Description: Building Massing

Single-loaded corridors look out over common open space. The splay of the building provides residential frontage on both Madison and 15th Avenue. A rhythm of one-bedroom units face west, with studios oriented to Madison. Oblique views to the park are available to the Madison-facing units. The pointed corner unit will have light from multiple directions and views down Madison to the city. The east edge of the site is heavily planted to provide a buffer from the adjacent property.

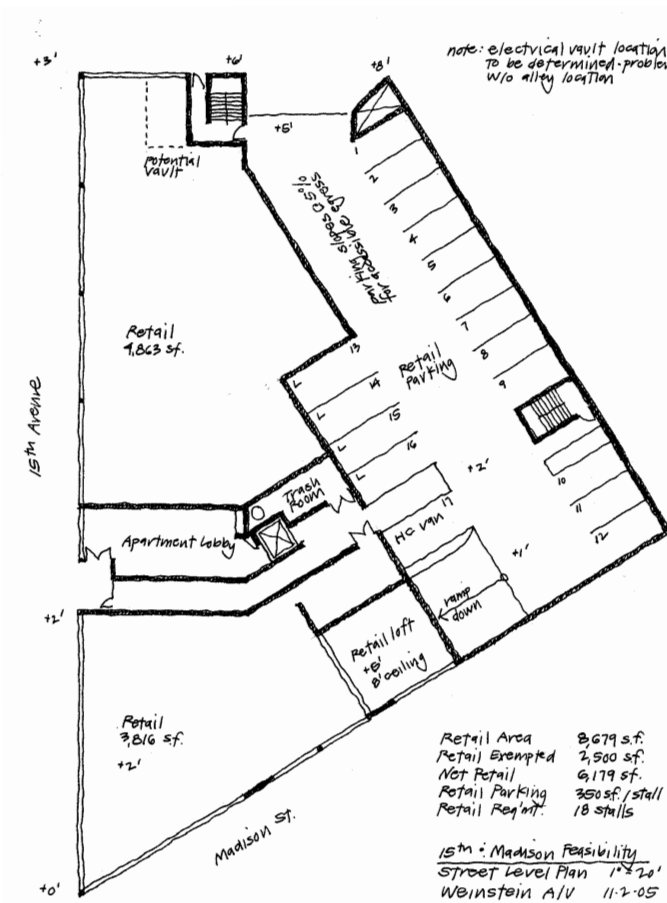
Massing Alternative 1 - Single Loaded "V"



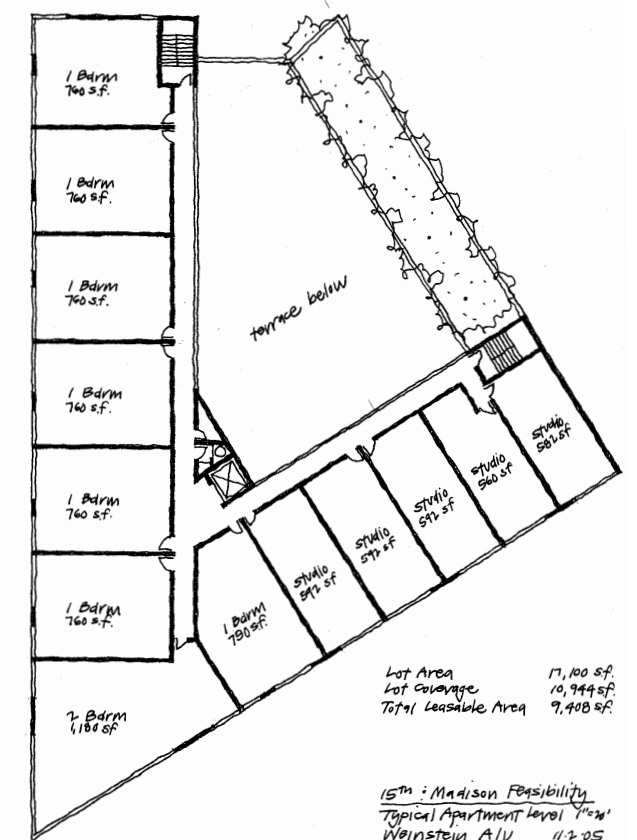
2. View Northeast on Madison



3. View South on 15th

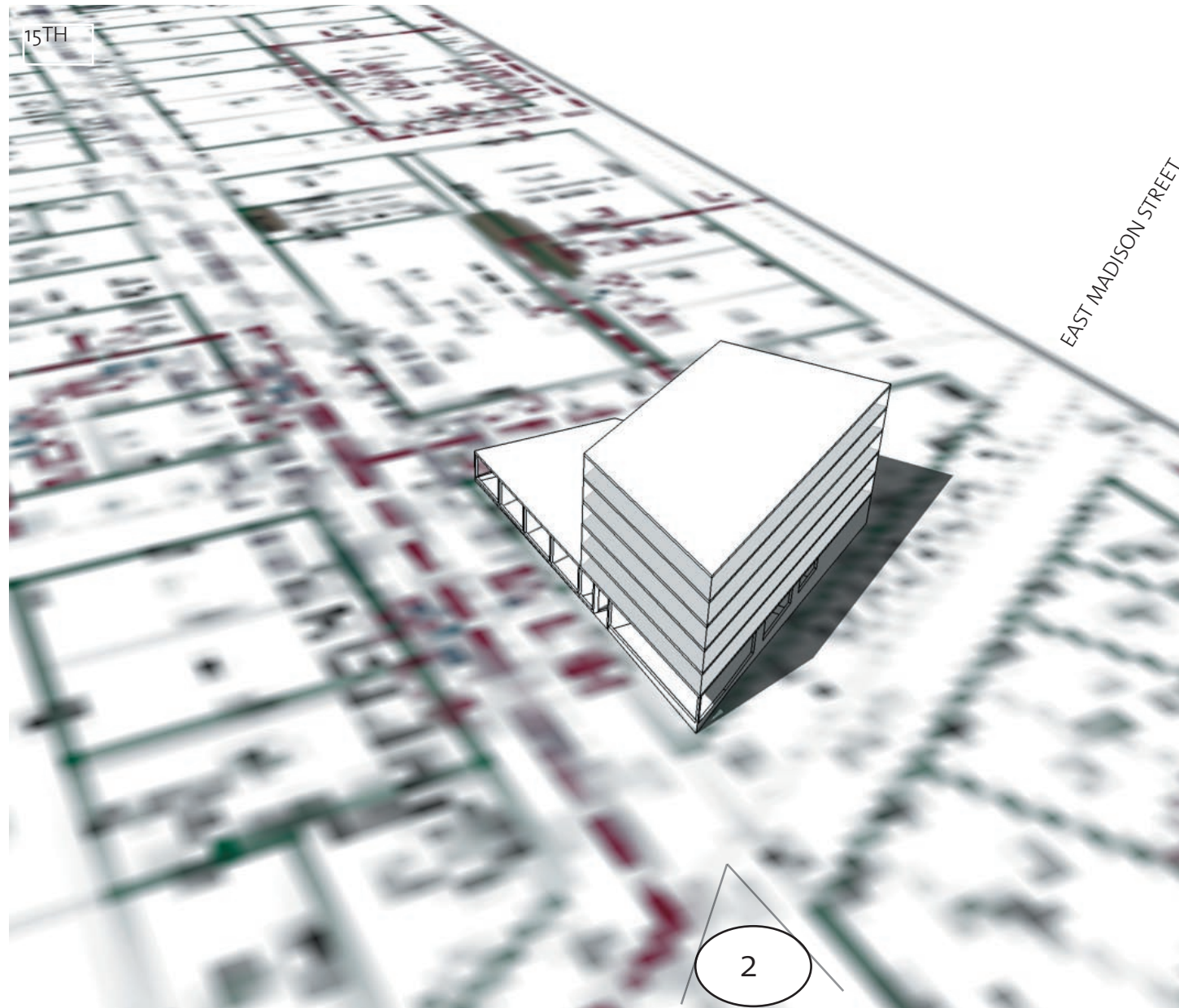


15th Avenue - Street Level



Residential Level (typ.)

Early Design Guidance - 1500 Madison



1.

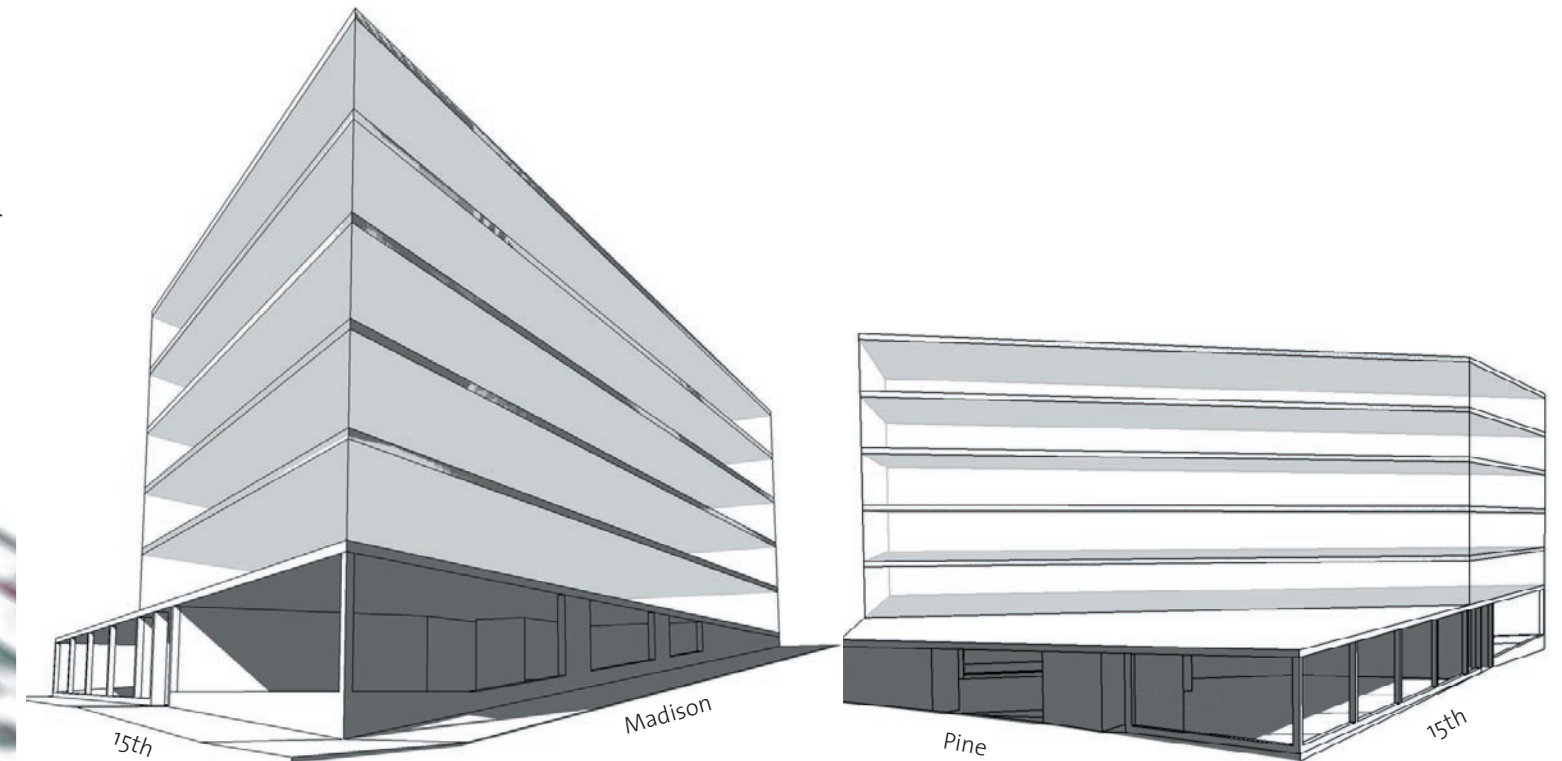
Description: Street Level

The street level for each of the alternatives places retail along the full length of 15th Avenue and at the corner of 15th and Madison. Retail parking is on the eastern portion of the 15th Avenue street level, below the grade of Madison Street.

Description: Building Massing

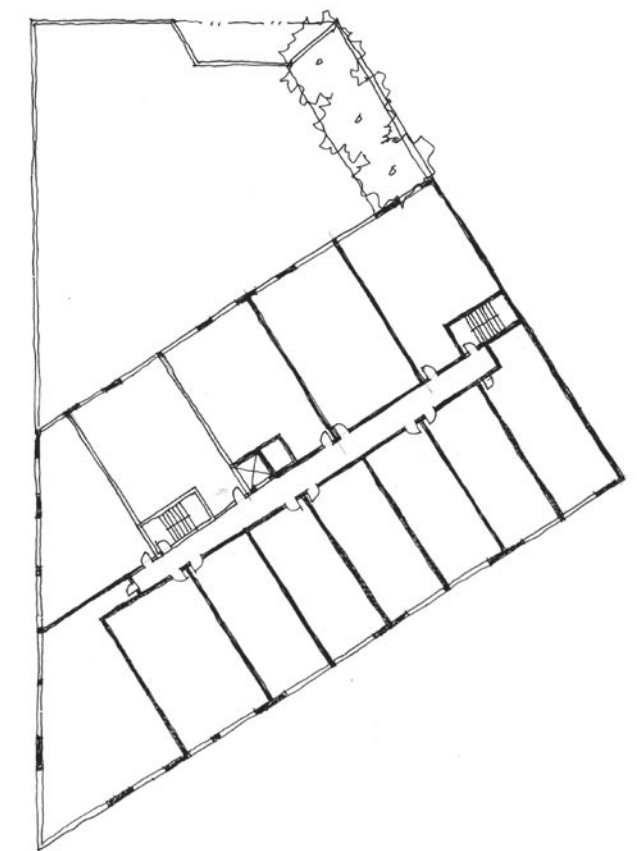
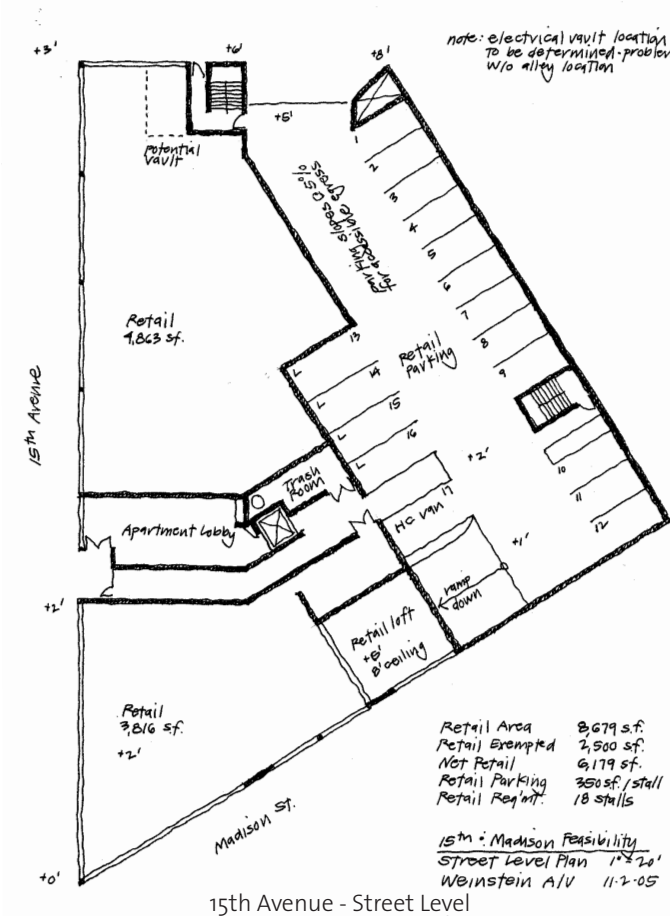
Units are arranged on a double loaded corridor parallel to Madison. Studio units face Madison, similar to Alternative 1. Northwest-facing units look out over the site's open space. The open space receives west light, but is less protected from the street.

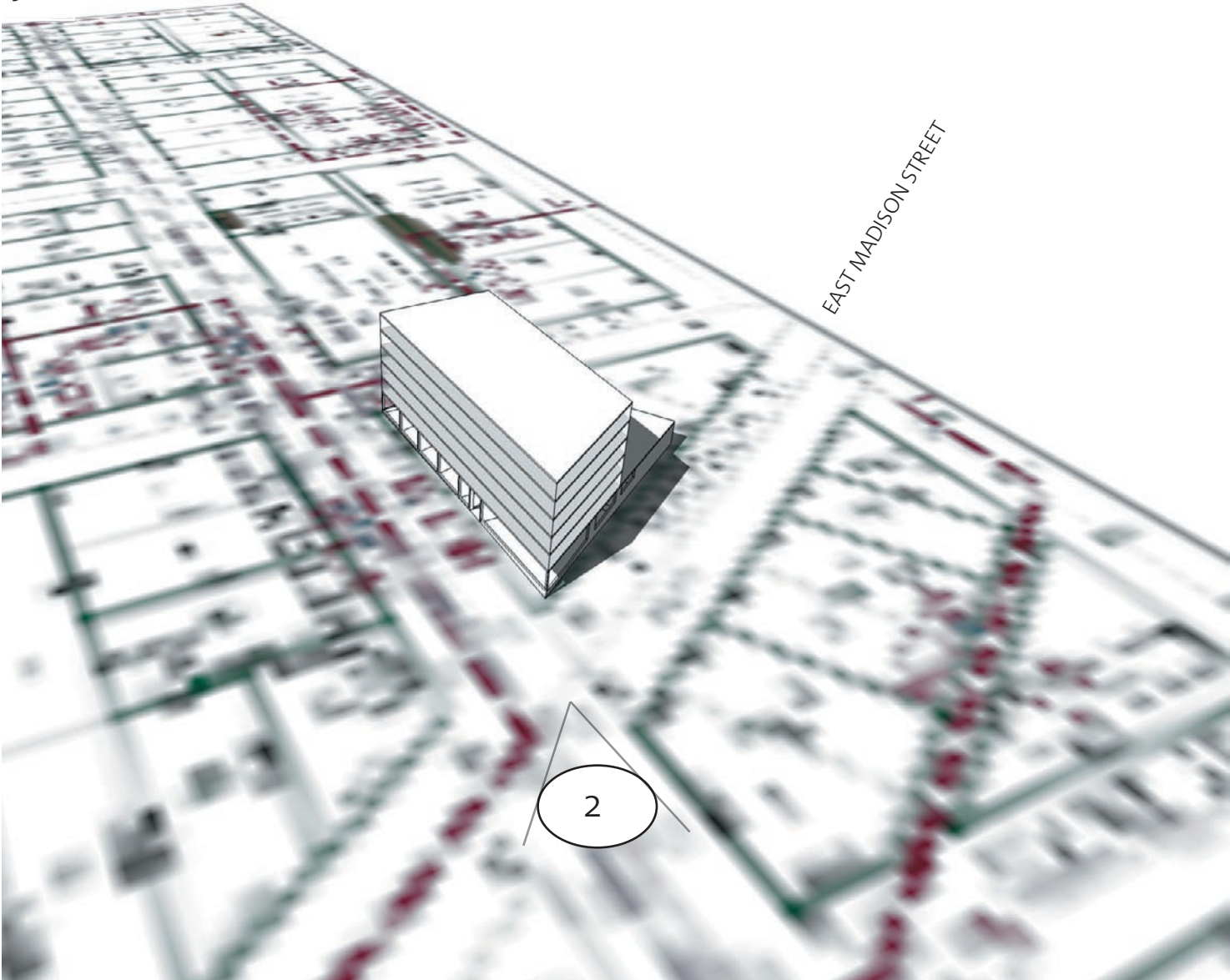
Massing Alternative 2 - Double Loaded along Madison



2. View Northeast on Madison

3. View South on 15th



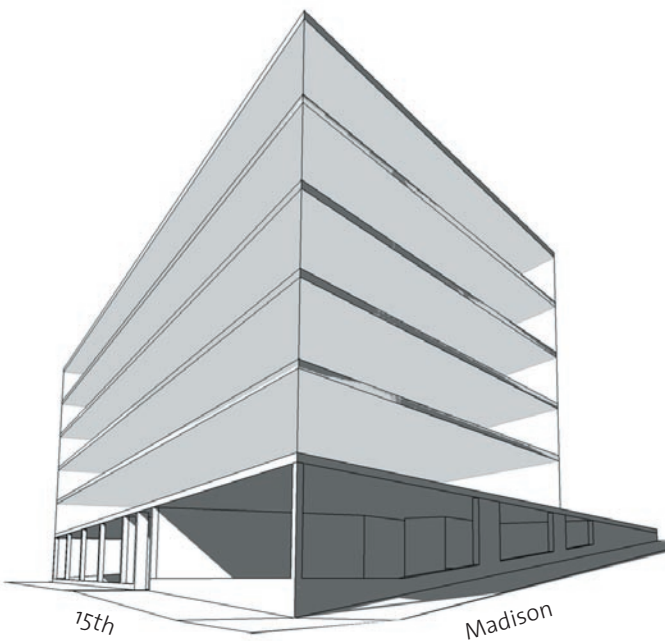


Description: Street Level

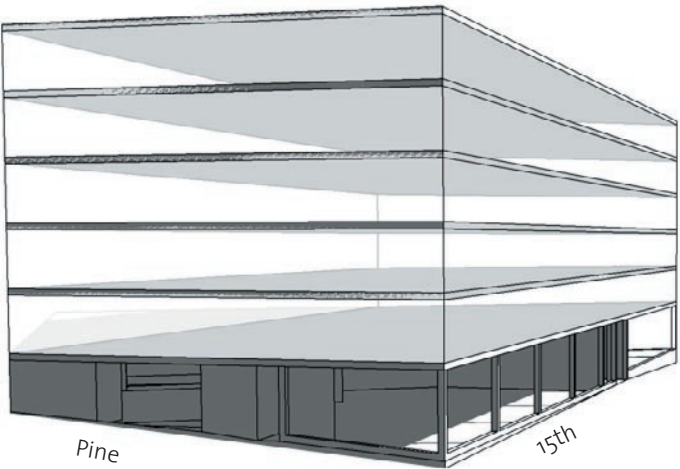
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Description: Building Massing

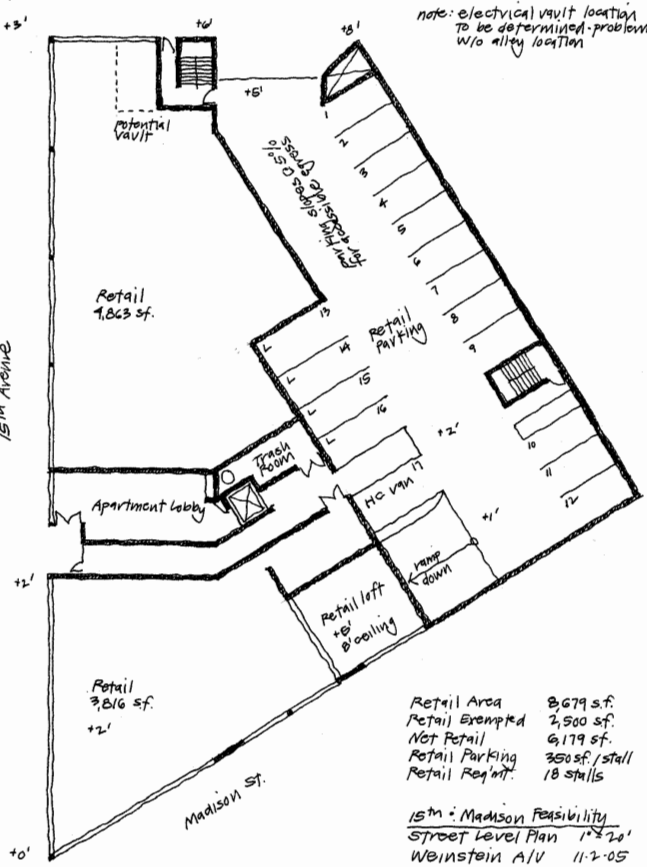
This double-loaded corridor building runs parallel to 15th Avenue, the longest side of the site. Like Alternative 1, the west-facing units have views until development occurs across 15th. Even then, some units will have views down the street corridors. East-facing units vary in distance from the property line; the north end of this row of units is particularly disadvantaged by the proximity to a shared property line.



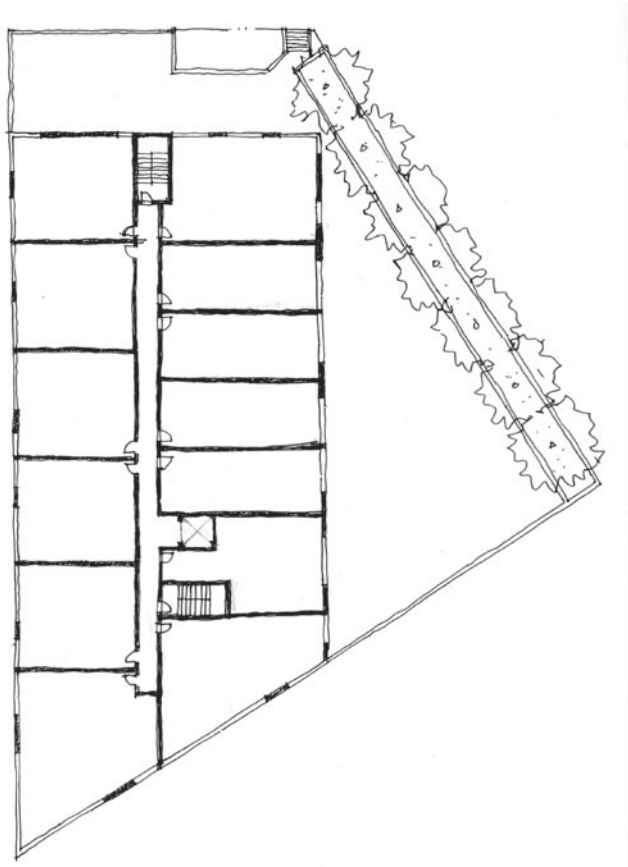
2. View Northeast on Madison



3. View South on 15th



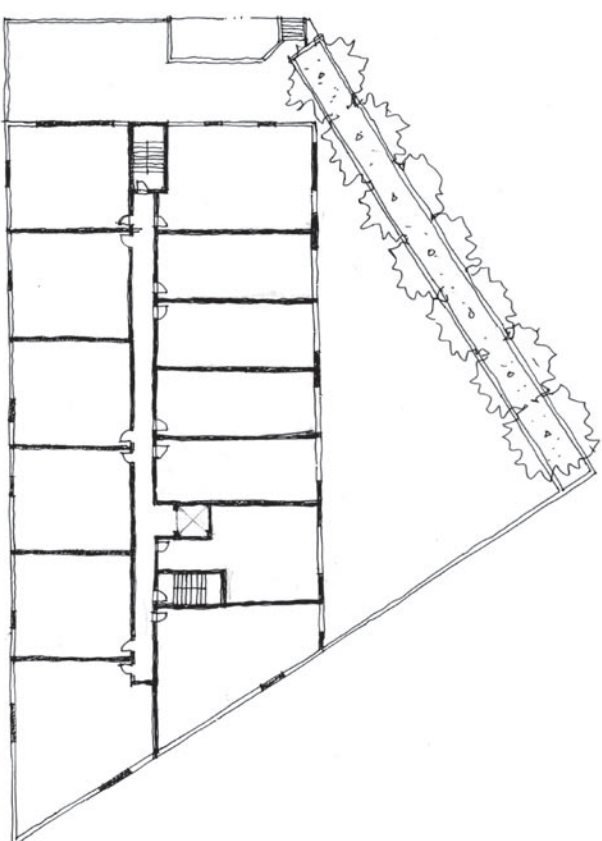
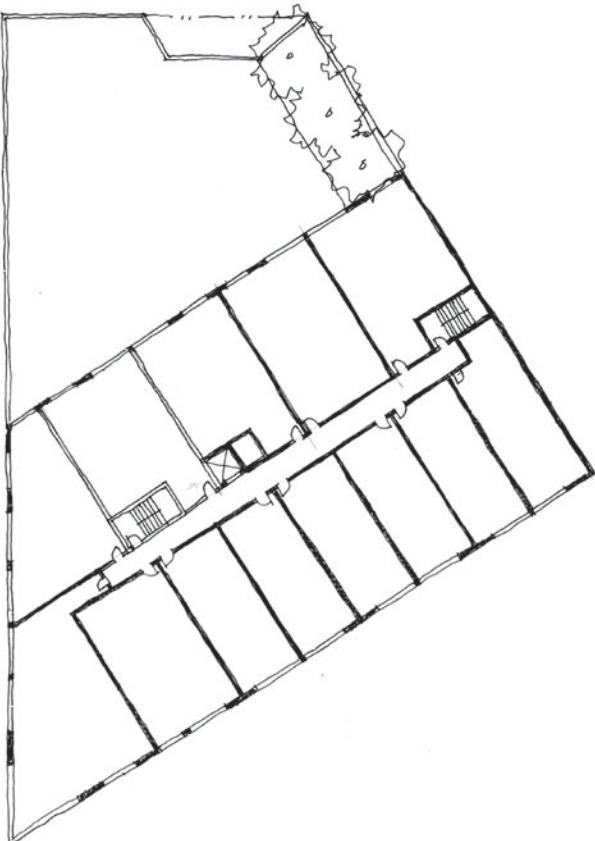
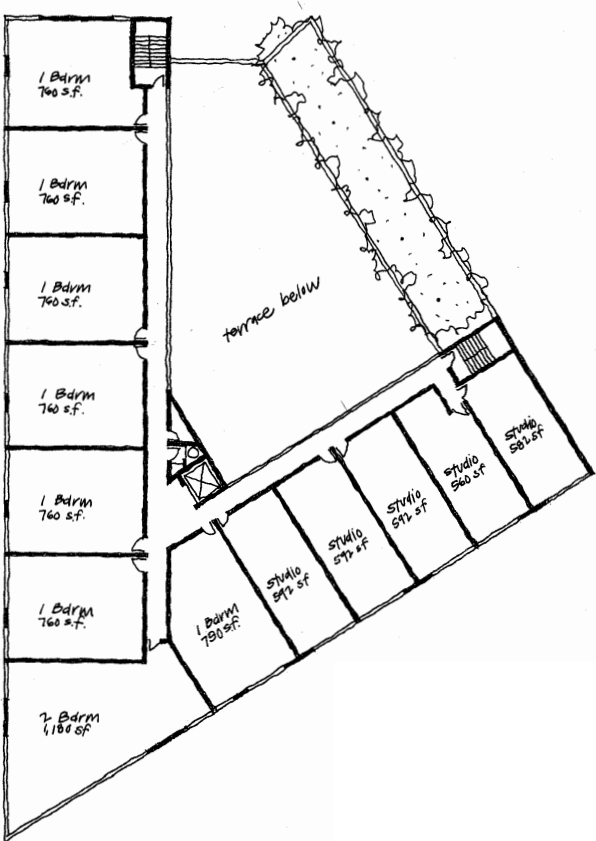
15th Avenue - Street Level



Residential Level (typ.)

Alternative 3 - Double Loaded along 15th Avenue

Early Design Guidance - 1500 Madison



Alternative 1

Description

Single-loaded corridors look out over common open space. The splay of the building provides residential frontage on both Madison and 15th Avenue. A rhythm of one-bedroom units face west, with studios oriented to Madison. Oblique views to the park are available to the Madison-facing units. The pointed corner unit will have light from multiple directions and views down Madison to the city. The east edge of the site is heavily planted to provide a buffer from the adjacent property.

Advantages

Units have either southeast or west orientation for ample daylight
Open space is common to all residents
Corridors have ample natural light and participate in outdoors
Open space is protected from high-traffic streets
Creates a strong street edge along both Madison and 15th

Challenges

Open space will be in shadow much of the time.

Alternative 2

Description

Units are arranged on a double loaded corridor parallel to Madison. Studio units face Madison, similar to Alternative 1. Northwest facing units look out over the site's open space. The open space receives west light, but is less protected from the street.

Advantages

Open space gets west light
Units have either southeast or northwest light.

Challenges

Does not address the street wall along 15th Avenue.
Some of the open space will be private for the lowest level units; may be possible to allow access to residents to a shared open space at the north end of the site.

Alternative 3

Description

This double-loaded corridor building runs parallel to 15th Avenue, the longest side of the site. Like Alternative 1, the west-facing units have views until development occurs across 15th. Even then, some units will have views down the street corridors. East-facing units vary in distance from the property line; the north end of this row of units is particularly disadvantaged by the proximity to a shared property line.

Advantages

Open space may be accessed from near grade along Madison.

Challenges

East units look into adjacent property - currently the 7-11; if the 7-11 site is developed in the future, light and views to the east will be blocked.
Open space geometry is awkward.
Weak street wall on Madison.

Comparison of Alternatives